SEX·ROLE STEREOTYPING IS:

- failure to represent women in their full variety of ages, shapes, sizes and colours
- failure to reflect the increasing diversity of women's lives
- failure to portray a representative range of the occupations that women hold.
- invisibility of women in discussion of many issues.
- portrayal of women as sexual lures and decorative objects.
- invisibility of female experts and decision makers.
- language which assumes that everyone is male unless identified otherwise.

Sex-role stereotyping is harmful to women because it dehumanizes, misrepresents and degrades them. The extreme form of this distortion is pornography.

Send to:
Media Watch
209-636 West Broadway
Vancouver, B.C. V5Z 1G2

DO THE MEDIA REFLECT CANADIAN WOMEN'S REALITY?

- Women make up 51% of the population, age 15 and over. (April 1982)
- 50.3% of all women, age 15 and over, are in the labor force. (April 1982)
- There has been a 70.4% increase in the female labor force since 1970. (1981)
- 46.3% of all married women are employed outside the home. (April 1982)
- 57% of Canadian women are age 25 and over. (1979)
- 41.4% of employed Canadians are women. (April 1982)
- 43.5% of all women in the labor force solely support themselves, or themselves and others. (1979)
- For every dollar a full-time male employee earns, a full-time female employee earns only 62.9¢. (1979)
- 9.8% of all Canadian families are single parent families; 83% of these are headed by women. (1976)

DESIGN: NOLA JOHNSTON
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MEDIAWATCH

ENSURING A GOOD REFLECTION OF YOU.

NATIONAL WATCH ON IMAGES OF WOMEN IN THE MEDIA INC.

209-636 West Broadway
Vanccuver, B.C. V5Z 1G2
Telephone (604) 873-8511

11, 1-5

WHAT IS MEDIA WATCH?

Founded in 1981, Media Watch is a national women's organization dedicated to improving the portrayal of women and girls in the media by eliminating sexist and pornographic images and encouraging the creation of images that reflect the changing and diverse roles of women in Canadian society.

WHO FOUNDED MEDIA WATCH?

Media Watch was founded by women from all walks of life in Canada. They realized that some kind of unified voice was needed in order to impress upon advertisers, broadcasters and governments that many people are insulted and angered by the misrepresentation of women in the media. Media Watch has already had an impact on media policies regarding sex-role stereotyping. Several of the founders of Media Watch were representatives of the public on the Canadian Radio-television and Telecommunications (CRTC) Task Force on Sex-role Stereotyping in the Media. *Images of Women* (1982), the Task Force report, set out guidelines for the media to follow and gave them a two-year period in which to improve their portrayals of women. Media Watch also presented briefs to the CRTC on pay television, warning that undefined and unregulated "adult" programming would open the way to pornography on home television. In January 1983, this prediction came true.

WHAT DOES MEDIA WATCH DO?

Media Watch has undertaken five areas of activity:

Facilitating

- to provide local representatives across Canada who will act as educators and activators of the public on sexism and pornography in the media.
- to provide resources and procedures to ensure that the communications industries and the government are aware of public opinion.
- to bring together women who have felt isolated and ineffective and who want to be part of a large, effective group.

Education

- to raise the awareness of those Canadians who are not sensitive to the damaging effects of sex-role stereotyping in all its forms. To promote public familiarity with the communications industries' guidelines on sex-role stereotyping and the CRTC's promise to review the effectiveness of industry self-regulation by the end of the two-year trial period.

Communication

- to provide resource people, information, publications and video tapes that will enable interested Canadians to have input into improving the image of women in the media.

Research

- to furnish volunteer groups with ways of monitoring regional radio and television programming as a means of evaluating the effectiveness of self-regulation.

Advocacy

- to improve the image of women in the media by preparing briefs, etc., aimed at influencing legislators, leaders and those who make decisions [illegible] private sector.

WHAT CAN MEDIA WATCH DO FOR YOU?

If the following questions have meaning for you, then Media Watch can help:

1. Have you ever felt insulted or angered by how women have been portrayed in printed or broadcast materials?
2. Have your complaints been ignored or dismissed?
3. Do you want to know the guidelines that the broadcast industries have promised to follow under self-regulation?
4. Does your group need speakers or materials such as complaint forms or written information about sexism and pornography?
5. Do you feel disadvantaged by where you live? Would you like to know how you can effectively improve the image of women in the media no matter where you live in Canada?

If these questions or others concern you, contact Media Watch (see form).

☐ Please send me _____ complaint form(s).
☐ I would like to contact a local Media Watch representative in my area.
☐ I would like to volunteer for Media Watch.
☐ I would like to be a Media Watch supporter and donate $ _____.

Name _____

Address _____

City/Town _____ Postal Code _____

26764

To whom it may concern:

My understanding of sex-role stereotyping agrees with the definition that is spelled out by the Canadian Radio-television and Telecommunications Commission in its report *Images of Women*. Accordingly I have something to say about:

II, I-6

RADIO

Call letters of station _____

Program or ad _____

Day & time _____

Canadian Media only

TELEVISION

Call letters of station _____

Program or ad _____

Day & time _____

Canadian Media only

PRINT

Name of publication _____

Item or ad _____

Edition (date) _____

Canadian Media only

My comment is:

Name _____

Address _____

SEX-ROLE STEREOTYPING IS:

- [illegible]
- [illegible]
- [illegible]
- [illegible]
- [illegible]
- [illegible] as sexual [illegible] and decorative [illegible]
- [illegible] female experts and [illegible]
- Language which assumes that everyone is male unless [illegible] otherwise

Sex-role stereotyping is harmful to women because it [illegible] women and degrades them. The extreme form of this distortion is pornography.

MEDIAWATCH National Watch on Images of Women in the Media Inc.

Send one copy to MEDIAWATCH: 209-636 West Broadway, Vancouver, B.C. V5Z 1G2 and retain one copy for your files